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Mail Room - We'd love to hear from You!

Please send your letters to:
NETSA

3 Lefevre Dr.

Kingston, NH 03848

Tel: (855) 638-7248

Fax: (855) NETSA4U

or netsapros@aol.com



Mail Room - We'd love to hear from You!



2018 NETSA Scholarship Golf Tournament

Jim Melvin Jr., Chairman of the Annual NETSA Golf Tournament, NETSA Board Member

NETSA held its annual Scholarship Golf Tournament at Shining Rock Golf Club in Northbridge, Massachusetts, on September 27th. On behalf of the NETSA Board of Directors and the Golf Committee I would like to thank everyone for their participation and generous support of this great event. Without our sponsors, golfers, auction donors and volunteers this event could

not succeed. This year we welcomed 52 golfers, and while the day started out a bit on the cool and damp side, it ended up a beautiful day. Even with a slight dip in the number of golfers we had a banner year and raised just under \$12,000 for our NETSA Scholarship Fund. Again, I want to thank everyone for continuing to be part of this important fundraiser.

Congratulations to our defending low gross Champions from City Tire Team #6, Dan Greenberg, Jan Michelman, Jim

Muccino and Jeff Ursprung.

They posted a winning score of 63, 9 under par. Congratulations also goes out to our low net team from Mohawk Rubber Team # 13, Dave Ventura, Bobby Shlosser, Tim Dowlin and Paul Stanley with a final net score of 46.

We look forward to a bigger and better tournament next September. Make sure to mark your calendars, we invite you to be part of this great event. Help us support the youth of our members.





New England was blessed with a combination of early snowfall and cold weather. The result has been a couple of banner months for both service work and tire sales. Everyone that I talk to in the industry agrees. The only downside shared by all is a lack of qualified help to support the demand.

To me this brings up an issue I personally have been considering for years. People in the tire/auto repair business have been grossly underpaid and underappreciated for years. I keep telling my staff that their day is not only coming, it has arrived. The work they accomplish on today's automobiles makes the engineering I went to school for pale in comparison. Today's techs have to know mechanical repair, electrical circuitry, geometry, fluid dynamics as well as computer programming. They are incredible people, and need to be rewarded for their talents. Our tire techs deal with complex wheel and tire combinations, TPMS systems and a variety of challenges that make the job anything but ordinary. Our counter staff must display

great phone skills. They must do this while also scheduling appointments, processing mountains of paperwork, and showing empathy to our customers' crises.

Smart owners will recognize this and not be afraid to charge appropriately for these exceptional services, and in return reward employees accordingly. For years many in this business have been focused on what the competition is charging, and price correspondingly. I feel it is time to have our pricing reflect the quality of the experience we provide.

As we go into this prime selling season, take a moment to reflect on how fortunate we are. I said to my 85-year-old father yesterday, thank you for getting me into the tire business. The people in this industry are awesome, and I am NEVER bored. I work 10 plus hours a day and it feels like it passes in 15 minutes. It is fast paced, exciting, and sometimes gratifying knowing we can help people with their problems.

I wish all my colleagues a happy and healthy holiday season, and to all a profitable winter!

Glenn Wilder

News In Brief

Hogan Tire & Auto announced the acquisition of the Long Distance Tire store, located at 85 Main Street in Medway, MA.

HOGAN TIRE
& AUTO SERVICE CENTERS

Long Distance Tire and the Conley family have served Medway and surrounding communities with exceptional service since 1994. "I've known the Hogan family for over 30 years and I'm happy to say that our business and our customers are in great hands. I am thankful for our loyal customers and the great employees working here. I'm also excited to be joining the Hogan Tire team to help to take it to the next level with the Hogan Family," said former owner Kevin Conley. Many of the existing Long Distance Tire staff will be staying on as Hogan Tire employees and Hogan Tire will honor all Long Distance Tire warranty work.



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TRAILER

Boat, Utility, Cargo, RV, and Landscaping



LAWN & GARDEN

Golf Cart, Tractor, Wheel Barrow, and Tubes



NETSA's 2018 Scholarship Golf Tournament

is in the books and I am pleased to report that we raised just shy of \$12,000 for our scholarship fund. Our Golf Committee Chair, Jim Melvin Jr., along with the help of Jack Kelly, Rich Tuttle, Steve McGrath, Blaise Pascale and Katie Maguire, put on a great event for our 52 golfers. We want to thank all our sponsors, contributors and golfers for making this a very successful

fundraiser. Please take note of all these fine participants in this issue of the Road Runner.

Our **Benefits Committee** - Chaired by Jack Kelly, met on September 26th with five great companies interested in being a NETSA Benefit Provider. I am pleased to announce that all five were added to our provider list by the Board of Directors for 2019. Look for their names in this issue of the Road Runner. We appreciate all our benefits providers and encourage all our members to support their efforts.

Our **Hall of Fame Committee** - Chaired by Jim Melvin JR., reminds you that 2019 HOF Nominations must be submitted by **December 31, 2018** for consideration by the Board of Directors. Jim reminds you that any NETSA member may nominate a person they feel is worthy of this distinction. You will find the Guidelines and Nomination form in this issue. Please return to netsapros@aol.com by the deadline date.

Our **Trade Show Committee** - Chaired by Rich Tuttle, is hard at work deciding on a Key Note speaker and deciding what type of seminars to offer as well as how many at the 2019 NETSA Trade Show & Convention. Your suggestions or recommendations are welcome. This year's event is slated once again for Foxwoods Resort and Casino on March 29 and 30, 2019. We will have more information after the first of the year.

Our **Membership Committee** - Chaired by Dale Franklin is looking for an increase in membership for 2019. NETSA's continued strength relies upon the ongoing membership support of businesses like yours. That support has allowed us to:

- Provide up to twenty \$2,000 scholarships yearly.
- Monitor industry related legislation throughout New England.
- Represent our members at the TIA Lobby Day in Washington, D.C.

- Publish four issues of the Road Runner News Letter yearly.
- Produce our annual Trade Show and Convention, as well as our annual Scholarship Golf Tournament.
- Furnish a host of benefits for our members.

We currently have 570 members and want you to remain part of our great association. We have sent out our 2019 dues invoices and encourage you to send your payment if you have not already done so.

As I approach the end of my first year as your Executive Director, I am grateful to our Board of Directors, the Chairpersons of our committees, our officers and you our valued members for the support and assistance all have provided me in my rookie season. I trust that support will continue in the future and I look forward to a very successful 2019. I also want to once again thank Dick Cole for his continued guidance.

I wish you all a Merry Christmas and a happy and prosperous New Year.

Tony DeSimone

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I am writing this just after Thanksgiving and I am thankful that we have made it through the past few weeks. An 8-inch snow storm in mid-November followed by another smaller storm and cold weather is good for the tire business,

probably too good. We prefer to start with a smaller storm, but you take what you get and try to do your best. We have completed a few weeks of nonstop business and pandemonium. I hope the momentum continues into December. I want to congratulate our wholesale suppliers for doing a great job of delivering through this early rush. They are faced with many challenges including getting and keeping help, getting product in, and getting the product out to people like us. They all did an outstanding job. It was not easy for them, but they met the challenge. My nephew has taken over the buying for us and has done a good job of keeping our inventory well stocked. In addition, our purchase order board was typically full each day with around 25-30 purchase orders posted with tires our salespeople special ordered from our suppliers. Most of the problems we had getting product was on our end, not the suppliers. Overall, we have a pretty good tracking system so that we do not lose a sale. For a while it reminded me of the golden days of the tire business. Our wait was typically 2-3 hours with 6-9 cars or more lined up at 6:30 AM. Later in the day we had 5 in the bays and up to 20 vehicles waiting in line to be serviced. We are first come, first served and do only tires, so we were able to push through a lot of cars each day. We pulled in our truck service guys as much as possible and stopped taking customers around 2:30-3PM daily so that we could finish by 5. Overall, our people did a great job getting us through the rush and I am thankful for the employees we have, most of whom have been with us between 10-30 years.

Tony Koles of Montvale Tire just retired after 50 years of owning his business in Woburn and Melrose. He was a long time NETSA board member and early Hall of Fame inductee. Sullivan Tire has retained his employees and will continue to do a great job in those markets. I have to say that without Tony's leadership and guidance, NETSA would not be where it is today. Good luck and good health to Tony as he retires to his long-time winter home in Florida. We will miss him at the board meetings for sure. On a different note, I was shocked to see that Carlos Ghosn, the former head of Michelin and longtime head of Nissan and Renault was arrested for allegedly

understating his income and plundering company assets. He did a great job at both companies and I imagine he will mount a vigorous defense. If he is guilty, it is probably because sometimes people like him, in a high position, think they are a god and lose touch with the common man. I hope for his sake that he is not guilty, but he has already been removed from the company, so the damage is done. At 65, if he does not have to go to jail, I suspect that he will be fine.

I look forward to seeing all the pictures and information from our September golf outing in this issue of the Road Runner. Besides being a great time for the participants it is one of our main fundraisers for the NETSA Scholarship Fund, which is near and dear to my heart. Thanks to all who participated, donated, and bid on the prizes. Without events like these, we would be unable to match the donations we receive from the various scholarship sponsors. The success of our scholarship program is unrivaled by any association in our industry. In this holiday time of year, our scholarships are the gift that keeps on giving. May we continue to succeed in honoring those who honor us by applying for our scholarships. We have a great group of members here at NETSA, dealers, suppliers, and distributors.

Have a great finish to the year, enjoy good health, and then it is on to 2019 and the NETSA Trade Show!

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2019 Hall of Fame



Nominations now being accepted:
Deadline is December 31, 2018



NETSA Hall of Fame Guidelines

All nominations must be submitted to the Hall of Fame Committee by the end of each calendar year by a current NETSA member, to be considered for induction the next year.

The Hall of Fame Committee will do a background check, by the January Board Meeting, to make sure each nominee meets the requirements to become a NETSA Hall of Fame member. A biography of the nominee, listing his/her qualifications to become a member of the NETSA Hall of Fame will then be written by the committee.

The Hall of Fame Committee will then place in nomination the names and biographies of all nominees to the full NETSA Board.

The full NETSA Board will then vote by secret ballot, on the nominees, at their January Board meeting or by absentee ballot sent to the NETSA President (each Board Member present will be allowed to vote for up to 3 candidates). The President of NETSA will count the votes and confirm the top

vote recipients. The 2 living people receiving the highest number of votes, and the 1 historical person receiving the highest number of votes, will be elected into the NETSA Hall of Fame for that year.

The Induction Ceremonies for the new Hall of Fame members will be held at the NETSA Trade Show and Convention on Saturday evening that same spring.

Criteria & requirements to be considered as a nominee:

1. Must have been active in the Tire and/or Vehicle Service Industry in New England for at least 20 years.
2. Must have distinguished himself or herself in our industry and community as a reputable and honored leader.

2019 Hall of Fame Nomination

Their Name: _____

Company Affiliation: _____ Years: _____

City: _____ State: _____

Recognition and Awards Received in our Industry:

Recognition and Awards Received outside our Industry:

If more space is needed please use another page and submit together.

Your Name: _____ Telephone: _____

Fax your nomination to: (855) NETSA4U or email: netsapros@aol.com by 12/31/2018

2018 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Winter 2018



Team	Name	Company	Team	Name	Company
1	Dan Femming	Melvin's Tire Pros	7	Larry Cherrier	Partner Tire
1	Fred Gralinski	Melvin's Tire Pros	7	Mike Dalley	Partner Tire
1	Chris Cameron	Melvin's Tire Pros	8	Bruce Jergensen	Nokian Tyres - CT
1	Jon Mosler	Melvin's Tire Pros	8	Dennis Kelly	Nokian – Kelly's Tire
2	Ray Pinault	Federal Mogul Motorparts	8	Tony Koles	Montvale Tire Co
2	Mike Caso	Federal Mogul Motorparts	8	Doug Smith	Nokian – Direct Tire
2	Dave Stevens	GfK	9	Bob Vacca	ATD
2	Neil Portnoy	GfK	9	Jon Bruhm	ATD
3	Brian Murphy	Reliable Tire Co	9	Shaun Hanson	ATD
3	Bob Grisievich	Reliable Tire Co.	9	Jaime Kekeisen	ATD
3	Greg Piotrowicz	Reliable Tire Co.	10	Steve Champagne	Advantage Tire Center
3	Anthony Sbona	Reliable Tire Co.	10	Greg George	Advantage Tire Center
4	Philip Muller	Affiliated Agency, Inc.	10	Dennis Baldwin	Advantage Tire Center
4	Kevin Griffin	Griffin Financial Planning, LLC	10	Darryl Holdsworth	Advantage Tire Center
4	Anthony Babine	Dill Air Controls Products	11	Matt Lewis	Max Finkelstein
4	Ellery Barrett	Pirelli Tire	11	Lou Patrick	Max F - Desantie Tire
5	Glenn Wilder	Wilder Brothers	11	Bill Pawlak	Max F – Town Fair Tire
5	John Kubik	Wilder Brothers	11	Markl Zdanowski	Max F – Town Fair Tire
5	Ed Brennan	Wilder Brothers	12	Pete Georgantas	Mohawk Rubber Sales
5	Chris Spelman	Wilder Brothers	12	Mike Morey	Mohawk Rubber Sales - Tire Warehouse
6	Dan Greenberg	City Tire Co.	12	Tim Gallahger	Mohawk Rubber Sales - Tire Warehouse
6	Jay Michelman	City Tire Co.	12	Matt Ryan	Mohawk Rubber Sales
6	Jim Muccino	City Tire Co.	13	Dave Ventura	Mohawk Rubber Sales
6	Jeff Ursprung	City Tire Co.	13	Bobby Shlosser	Mohawk Rubber Sales - Tire Warehouse
7	Dale Franklin	Partner Tire	13	Tim Dowling	Mohawk Rubber Sales - Tire Warehouse
7	Mike Baker	Partner Tire	13	Paul Stanley	Mohawk Rubber Sales - Tire Warehouse

2018 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Winter 2018

Event Sponsors

1st Hole	Melvin's Tire Pros	Longest Putt - 1st	Pirelli Tire
2nd Hole	Hogan Tire Centers	Closest to Pin - 15th	Falken Tire
3rd Hole	Continental Tire NA	Longest Drive 60+16th	ATD/Toyo
4th Hole	American Tire Distributors	Low Gross Winners	Hunter Engineering
5th Hole	NETSA	Low Gross Winners	Mighty Auto Parts
6th Hole	Montvale Tire	Low Net Winners	Cooper Tire
7th Hole	Nokian Tyre	Lunch/Snack	Max Finkelstein
8th Hole	K&M Tire, Inc	Dinner	Max Finkelstein
9th Hole	Mohawk Rubber Sales	Registration Desk	Nexen Tire
10th Hole	Stellar Industries	Beverage Cart	Hamel's Wholesale Tire
11th Hole	Lappen's Garage Equipment	Raffle Certificate	Bridgestone Tire
12th Hole	NETSA	Golf Balls	Maynard & Lesieur
13th Hole	Town Fair Tire	Golf Balls	Reliable Tire
14th Hole	NTW		
15th Hole	Sullivan Tire		
16th Hole	Reliable Tire Co.		
17th Hole	TireHub		
18th Hole	Cooper Tire		

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TEAM 2



TEAM 3



TEAM 4



TEAM 5



TEAM 6





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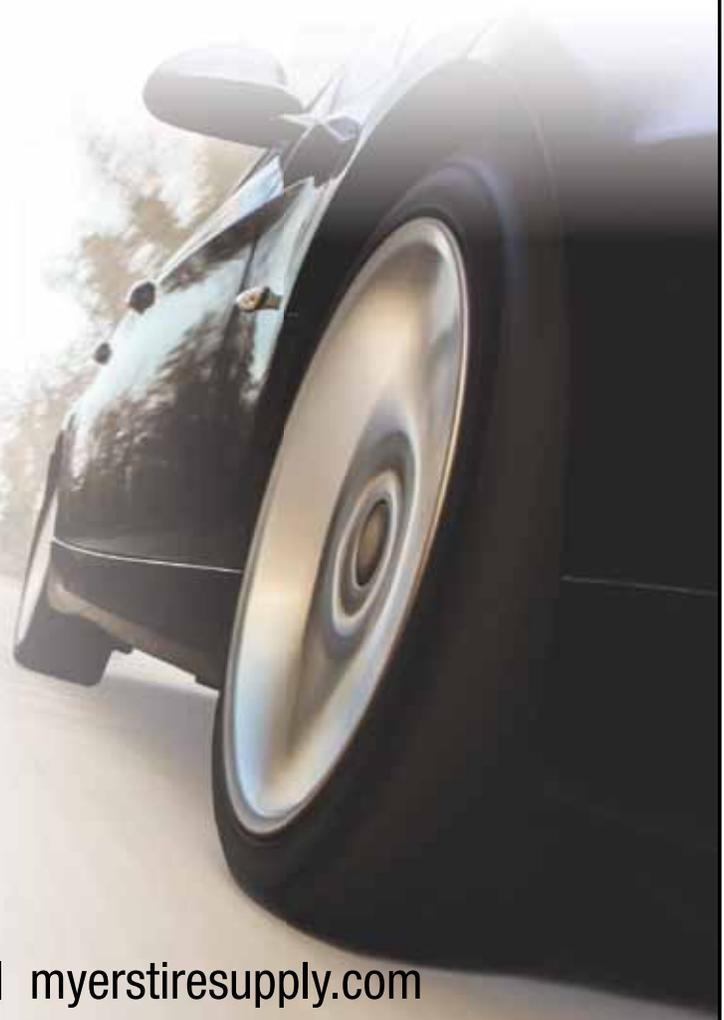
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TEAM 7



TEAM 8



TEAM 9



TEAM 10



TEAM 11



TEAM 12



2018 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

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TEAM 13



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2018 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Winter 2018

Donor	Prize	Winner	Contest	Score
NETSA	\$100 Cash Prize	Dan Greenberg	Team Low Gross	63
NETSA	\$100 Cash Prize	Jay Michelman	Team Low Gross	63
NETSA	\$100 Cash Prize	Jim Muccino	Team Low Gross	63
NETSA	\$100 Cash Prize	Jeff Ursprung	Team Low Gross	63
NETSA	\$75 Cash Prize	Dave Ventura	Team Low Net	46
NETSA	\$75 Cash Prize	Bobby Shlosser	Team Low Net	46
NETSA	\$75 Cash Prize	Tim Dowling	Team Low Net	46
NETSA	\$75 Cash Prize	Paul Stanley	Team Low Net	46
NETSA	\$50 Gift Certificate	Darryl Holdsworth	Longest Putt #1	
NETSA	\$50 Gift Certificate	Shaun Hanson	Longest Drive #9	
NETSA	\$50 Gift Certificate		Closest to Pin #15	
NETSA	\$50 Gift Certificate	Jon Bruhm	Longest Drive #16	

Donor	Auction Item	Winning Bidder
Pirelli Tire	Dream Racing Certificate	Jon Bruhm
Nokian Tyres	\$800 Tire Certificate	Phil Mueler
Wilder Brothers Tire Pros	3 - Bruins Loge Tickets & Parking	Chris Cameron
Shining Rock G.C..	Round of Golf for 4 People (\$260)	Dan Fleming
Town Fair Tire	\$250 TFT Gift Certificate	Lou Patrick
Cooper Tire	4- Red Sox vs Yankees, Sept 30,2018	Mike Caso
Mohawk Rubber	4 - Boston Bruins Tickets	Kekeisen
Continental	Golf Bag	Ray Pinault
Yokohama	Ogio Vision Stand Golf Bag	Dale Franklin
Yokohama	Ogio Vision Stand Golf Bag	Katie Maguire
NTW	Amazon Fire Cube	Dale Franklin
Mohawk Rubber	Sea Glass Art - Katie Maguire Orig	Paul Stanley
ATD	Alexa Home	Ed Brennan
Dill Air Products	Air Inflator	John Kubic
Montvale Tire	Nokian Golf Bag	Kevin Griffin
NETSA	\$100 Certificate SR CG	Matt Lewis

Auction items:
Amount Raised for our
Scholarship Program
\$3,045

*Thank you
for Supporting a
great event!*

**Over \$4,7K
raised for the
Scholarship fund**

Donor	Raffle Item	
Mohawk Rubber	Assorted shirts, hats & bags	Raffle
Nokian Tyre	Many many items(shirts,jackets,	Raffle
Nokian Tyre	nokian hats, sweatshirts, safety	Raffle
Nokian Tyre	packages, etc)	Raffle
Yokohama	Under Armour Hustle Back Pack	Raffle
Yokohama	Under Armour Hustle Back Pack	Raffle
Yokohama	2 Under Armour Performance Polo Lg	Raffle
Yokohama	Under Armour Performance Polo XL	Raffle
Yokohama	2 Under Armour Performance Polo XXL	Raffle
Yokohama	2 Under Armour Performance Polo 3XL	Raffle
Vogue Tyre	2 Wheeled Travel Bag	Raffle
NETSA	\$100 American Express Card	Raffle
NETSA	\$100 Gift Certificate Shining Rock	Raffle
Reliable Tire	Misc Merchandise	Raffle

Raffle Items: Amount Raised for
our Scholarship Program
\$1740.00



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42% of employees say improving their benefits package is one thing their employer could do to keep them in their jobs.²

These plans, provided by Ameritas, are specifically designed to keep costs down, reduce employee turnover, and encourage preventive care. And when employees are happy, you can focus on growing your business – together.

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Employees have the flexibility to choose how to spend a shared portion of their annual maximum. They can use their entire maximum benefit for dental care, or use up to \$150 on eyeglasses/contacts and the remainder on dental expenses.

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Plan Comparison	Low Plan	High Plan
Dental Maximum (per person)	\$750/calendar year	\$1,500/calendar year
Vision Maximum (per person)	\$150/calendar year (leaves \$600 for dental)	\$300/calendar year (leaves \$1,200 for dental)
Type 1 Preventive deductible	\$0	\$0
Type 2/Basic and Type 3/Major deductible	\$50/calendar year 2x family maximum	\$100/calendar year 2x family maximum
What the plan pays after deductibles		
Type 1 Preventive procedures	100%	100%
Type 2 Basic procedures	80%	80% year 1 90% year 2 100% year 3+
Type 3 Major procedures	no benefit	50% 50%
Claim Allowance	95 th U&C*	Discounted Fee 95 th U&C*
Orthodontia	no benefit	50%, child only \$1,000 lifetime benefit

Monthly Rates	Low Plan	High Plan
Employee only	\$23.80	\$42.40
Employee + 1 dependent	\$48.90	\$84.80
Employee + 2 or more dependents	\$80.80	\$139.90

Dental Rewards (High Plan)

By seeing a dentist each year and submitting total claims less than \$750, members qualify to carry over \$400 to add to their next year's annual maximum. And members receive an extra \$200 carry-over reward by visiting an Ameritas dental network provider. Maximum carry-over accumulation is \$1,200.

87.3% of members enrolled in Ameritas dental, vision or hearing plans a year ago are still with us today. Here's why:

- 87% of phone calls answered within 30 seconds
- 99% claims processing accuracy exceeds 99%
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2018 NETSA Scholarship Golf Tourney

Shining Rock Golf Club, Northbridge, MA

The Road Runner
Winter 2018



MOHAWK RUBBER SALES



The Spirit of Mohawk...the Spirit of Commitment



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Defer Tire, a well-established independent tire and automotive service center in Streetsboro, OH owned and operated by Mark Defer was recently sold to Tire Source, a small, growing chain of independent Goodyear Tire & Automotive Service Centers in the Akron/Canton/Medina, OH area, owned by Tom White. I managed the marketing and ultimate sale of the business.

customers in a way that I haven't for a long time. The buck no longer stops here, so I can have a good time."

New Owner Finds Perfect Fit

When asked about the newest addition to the Tire Source brand, White said, "The acquisition of Defer Tire complements our expansion plans beautifully. Our motto regarding that topic is that we grow where it makes sense to grow. Art Blumenthal zeroed in on the possibilities and shared what I came to realize after meeting with Mark Defer and doing financial due diligence of the proposal...that this is a perfect fit for our family of stores demographically and geographically. With 12 bays, it's a very large outlet with an eye-catching building design of which a business owner can be proud. In addition, we have learned that we want to make the transition of new locations as easily as possible and being matched up with Mark, who is a business owner with all the T's crossed and I's dotted, has expedited that process. We will be changing over to be a Goodyear G3X dealer selling Goodyear,

Centerpiece of Owner's Plan to Sell Business is Deep Regard for Customers and Employees

Originally founded in 1979 in a small three-bay facility with two employees, the business later moved into a stunning 10,000+ square foot home. Defer was contemplating retirement after almost forty years of ownership and made the needs of his long-time customers and employees top priorities in his exit planning strategy. He said, "As I pondered plans to retire, I pictured a future for the business which included a continuation of honest, reliable service to our many customers, as well as a place of employment which treated its employees well. Multiple generations of local families have been our customers and I didn't want to let them down. Some of our valued employees have tenures of over 20 years with us and deserve having their service recognized and respected by new management. With all of that in mind, I wanted to be highly selective in finding a new owner. So I contacted Art and together we developed a scaled-down marketing plan for Defer Tires which did not include nationwide and internet listings, but rather his confidential inquiries with his contacts at various small and large chains with an Ohio presence. As a result, when Tom White and I were introduced we seemed to have almost instant business chemistry."



Dunlop, and Kelly and also offering Continental, General, and Hercules, with the clear marketing message to our customers that we can get them any brand they want."

Economic Forecasts Fuel Renewed Business Optimism

Blumenthal said "Right now in 2018, economic condition forecasts and renewed business optimism are fueling growth activities among expansion minded organizations looking to leverage

their economies of scale and team resources. I am now actively working with many more individual entrepreneurs and corporate buyers seeking new business opportunities and expansion and matching them with sellers looking for a retirement exit strategy."

For more detailed information call Art directly at 610.722.5636 or visit www.art-blumenthal.com.

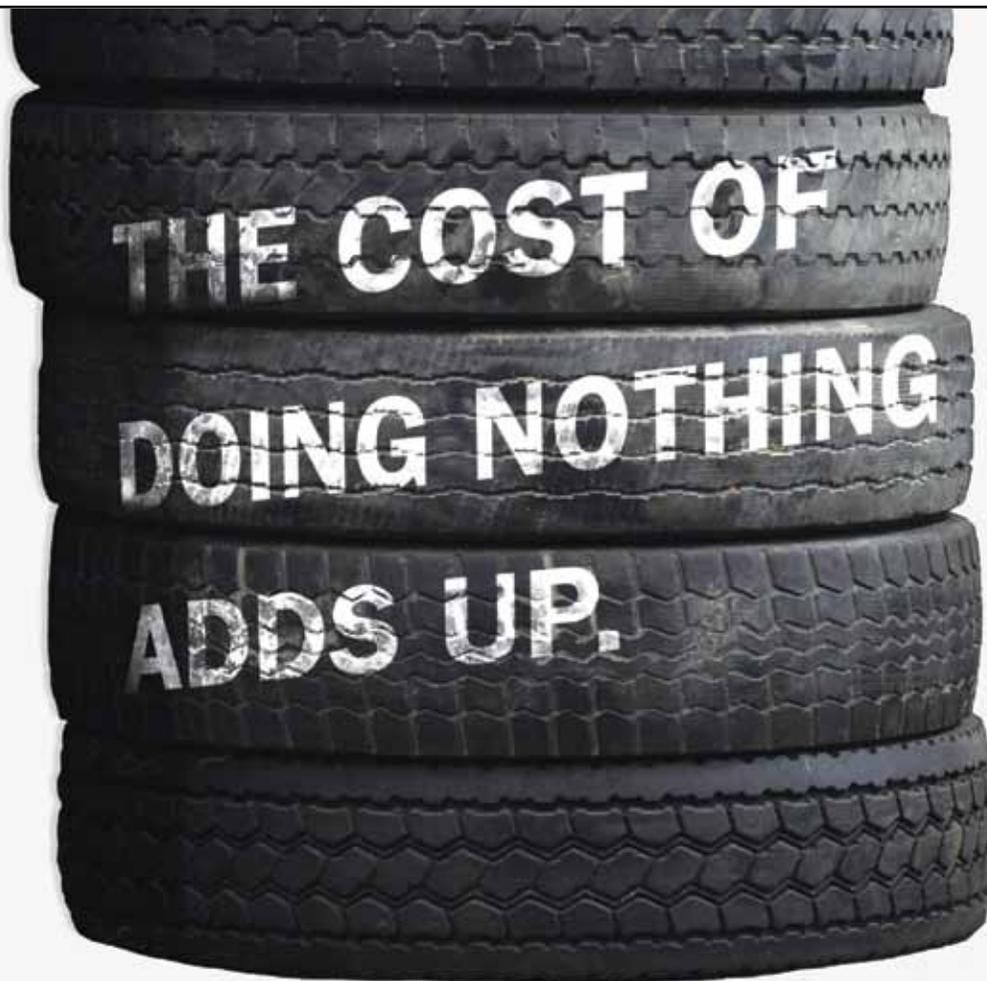
Seller Reinvigorated Post-Sale

Defer's actions post-sale demonstrate the sincerity of his wishes. He noted, "As the transition progresses, so far I've been at the store on a daily basis and the plan worked out between Tom and myself is to continue doing that in the role of a consultant/ambassador for the foreseeable future...probably for at least a year. It's ironic that before the sale I had the strong desire to stop working, but now that I am no longer the owner with the inherent myriad problems and sleepless nights, I feel reinvigorated and thoroughly enjoy working alongside the employees with the store's



NEW ENGLAND TIRE & SERVICE ASSOCIATION

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Does your business have an online presence? If so, are you doing all you can to ensure its virtual success? If not, what are you waiting for? Let's take a sneak peek at some statistical findings from the [Pew Research Center](#). According to their most recent studies on the use of internet and technology it was found that:

- Roughly three-quarters of Americans, or 77%, now own a smartphone, which nearly doubles the former findings since the Center began its research in 2011.
- As of November 2016, nearly three-quarters, or 73% of Americans indicate that they have broadband service at home.
- Nearly seven-in-ten Americans now use social media. When the Center started tracking social media adoption in 2005, just 5% of Americans said they used these platforms. Today, 69% of U.S. adults are social media users.
- Half the public now owns a tablet computer. When the Center first began tracking tablet ownership in 2010, just 3% of Americans owned a tablet of some kind.

As you can see, now more than ever before, an online presence for your business is significant. And not just any online presence, but a quality one that provides a sense of credibility and legitimacy, turning its visitors into leads and sales, and contributing to the success of your business.



First impressions matter. If your business has a website, rest assured that internet users are navigating to it to formulate their opinion, to see what other people have to say about you, and to "screen" shop your services and products, which is much like window shopping, but with the ease of never having to actually visit your business's location.

Your business can now be accessible to the masses thanks to technology. Therefore, it's vital to have a way for potential clients to find you with the swipe of their fingertip and also to ensure you have a website that makes a good impression.

So, how do you go about trying to meet your customers' needs online?

Let's Talk Internet Marketing Best Practices

There are several factors that play into the creation of a well-made website that will help your business's online presence generate traffic and rank effectively:

Design & Layout

Visual presentation plays an important role in the functionality of a website. A high-performing website will provide a positive user experience. It helps to have a **responsive** web design. What makes a website responsive? Responsive design helps to generate leads and sales without any limitations based on user devices. So, customers can find your **automotive service site** on their tablet, smartphone, smart watch, etc., viewing your website efficiently from any screen size.

Content

Content is the reason why visitors come to a site. They are seeking information about your business and its services. The key is to provide relevant content that is easy for visitors to digest. Too much or too little and your visitors might go elsewhere to find what they're looking for. Check out what Moz has to say about content regarding **search engine ranking**. By providing unique content that moves beyond self-promotion and is easily digestible to the user, your website offers valuable information.

Calls to Action

Calls to action within a site's content and design come in the form of clickable links or custom buttons. It entices a visitor to take action beyond the page they are on, an action like submitting a form, requesting a quote, purchasing a product, or even just clicking a link that leads to another page with relevant information. Through a CTA, a user moves to take a specific action that will benefit your business. And action is what it's all about.

Credibility

A business with an online footprint is a business that can be found, recognized, and confided in. From building a solid and consistent brand across all channels, to maintaining an active social media presence, gaining positive reviews, managing your online reputation with products.

Mobile Viewability

More and more people are looking at your site from a mobile phone or web-enabled device. It seems like anything with a screen and a microchip in it is capable of getting on the internet these days. Make sure your site is viewable on a mobile internet-enabled device.

Search Engine Optimization

A strong SEO foundation puts proven strategies to work and improves your ability to get found.

Look for:

- Keyword research performed for your business and target geographic
- Optimized meta tags for click through success
- Relevant industry content
- Local directory management
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- ...and more!



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I want to talk about a terrific book and how to multiply your efforts. The book is called *Multipliers* by Liz Wiseman. It was recommended to me by my peer group and it really is an eye-opening book. I could do a 30 minute blog. I don't think you want me to, but I could do a really long blog about this book. It's really, really excellent.

So, after a great deal of study, Liz Wiseman sort of divided

business executives into two groups – multipliers and diminishers. And this book is all about contrasting why multipliers are able to get so much more out of their people and diminishers get so much less out of their people. In fact, she makes the case that multipliers get twice as much out of their people as diminishers. We'll talk about some of the reasons for that in a minute.

So, our clients are smart. For 29 years, we've been working with really super smart people, most are college educated. Almost all are college educated. Some have advanced degrees. That's fine. I'm not talking about academic smart. I'm talking about common sense smart, practical smart, just the kind of people, entrepreneurs that can just figure a way to overcome problems consistently and just manage to get it done irrespective of the challenge. It really is quite amazing. I mean I think they have a kind of genius. There's lots of different kinds of genius, but entrepreneurial genius has got to be among them and I think many, many, many of our clients have this genius capacity.

But, Liz Wiseman points out there's a problem with genius and that is that it's always being the smartest person in the room, in a way, diminishes the gifts and the talents of other people in the room. So, focusing, and our clients tend to be sort of top down decision makers and, as I say, they're very smart and capable, but sometimes being the smartest person in the room is not good for you or your family business.

Now, it is possible to not only be the smartest person in the room, but to amplify the intelligence of other people in the room. And so, she lays out five disciplines of multipliers that might be able to help you get more out of your people. And let's face it, if you've got 100 employees and you can get a little bit more out of them, that's going to make your business run better, that's going to make your life simpler. It's going to make everybody happier, et cetera, et cetera. There's just no downside to encouraging and multiplying the talents and intelligence of your people.

So, the first thing is attract and optimize talent. Multipliers are talent magnets. They know that they're good, maybe even great, but they know they're better working on a team with other great people. So they actively go out and recruit and search for talent all the time. They don't sit back and look at HR as a necessary evil. They know that one of the key roles of a leader in a small or a large business is to be able to attract terrific talent to the team.

The second thing is they bring intensity to their companies. They demand a lot of themselves and they demand a lot of their people. So, these multipliers are not always the kumbaya, touchy-feely types.

They're very much demanding and intense and driven people. So, it doesn't mean that you have to change your entire personality and be a lot more touchy-feely and a lot less driven. Multipliers are driven people. They do, however, give their people what's called psychological safety. They do give them responsibility. They challenge them. And if somebody does make a mistake, they don't come down on them like a ton of bricks. People are going to make mistakes. I make mistakes, you make mistakes, everybody makes mistakes. So, there's an element of psychological safety that multipliers bring to their organizations and that allows people to feel better, more relaxed, and make better decisions.

The third thing is they challenge their people. They give them responsibility and give them tough goals. They challenge them. They stretch them. And that's a characteristic of multipliers. Now, so many of the especially smaller businesses that I've encountered over the years, it's like the leader has to make all the decisions. You know, what kind of carpet goes on the floor, what kind of paint goes on the walls, what kind of jobs to go after, what kind of customer service we're going to have. It's just like they value control over success even. And I've seen lots and lots. My wife uses the term control freak. And that's kind of what I think these people are. So instead of letting their people flower and make their own decisions and contribute to the overall success of the team, they reserve all decision making for themselves and they, unwittingly, become diminishers and not multipliers.

The fourth thing that multipliers do is they encourage rigorous debate in their organization. So, they don't make these top down unilateral decisions, they bring up decisions, especially big ones, for their management team and maybe even for more people than that and try to make sort of bottom up decisions. They have rigorous debate and you don't have to agree with me. Here at our shop, it's rather shocking when everybody agrees with me. We have debate on things. And sometimes I'm off base and just all wet and other people have much better ideas or they take an idea that maybe I started off with and then they build it into something much bigger and better than I would have on my own. So, they allow for rigorous debate and they allow for other people to make decisions and contribute to the quality of the decisions. And then the fifth thing is they assign ownership of projects to people and they hold them strictly accountable. And so, again, they're not soft, touchy-feely leaders. They hold people rigorously accountable in the long run and that's a terrific thing.

So, the main distinction that I think Liz Wiseman makes between multipliers and diminishers is that why multipliers, just as much as diminishers might be genius, they focus more on becoming genius makers, not just individual geniuses. And you can take your pick, right? It makes perfect sense if you're a genius maker, you're going to be more successful in the long run and so are the people that you work with.

This is Wayne Rivers at the Family Business Institute.

Thank you.

Blog Transcript November 14th, 2018

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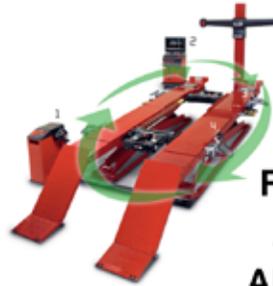
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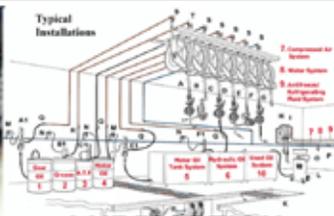
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Eversource is working with companies throughout our service territory to identify and address their individual challenges. With the understanding that no two service centers are exactly the same, we offer a wide range of solutions and financial incentives to help better manage energy costs, boost efficiency and save energy.

Three Common Areas for Energy Savings

Our role is to give our business customers access to customized energy efficiency solutions that optimize their operations, support their objectives, and reduce costs. Working in partnership with qualified contractors, we have streamlined the process and completed several projects with a range of activities. We're looking forward to sharing some examples in upcoming newsletter articles and hope they will spark interest and awareness. To kick off our series, we would like to showcase three common areas we've identified where service centers can better manage their energy costs.

Compressed Air

The U.S. Department of Energy estimates as much as 20% to 30% of all electricity used for compressed air is wasted as leaks. Eversource is working with service centers and businesses to implement low-cost improvements that reduce energy waste in compressed air systems that can extend compressor life, improve reliability and stabilize pressure, including:

- Increasing air receiver storage tanks to reduce re-starts and short-cycling

- Installing automatic shut off for unnecessary running of compressors

When it is time to select a more efficient variable speed air compressor, incentives are available that can often pay for at least 50 percent of a new 10-25 horsepower range unit.

These improvements and investments can lower energy usage by over half, while new machines can reduce down time and maintenance costs associated with older equipment.

Lighting

LED lights and lighting controls can deliver energy savings, cutting consumption by over 60 percent per fixture while meeting light levels of conventional high-intensity systems. Brighter, long-lasting and low-maintenance light at less than half the cost for energy consumption can modernize the look and comfort of a facility while increasing employee accuracy and safety. Sensors can improve convenience, reduce energy consumption and extend bulb life.

HVAC

We are also working with customers to integrate new HVAC systems and controls, and optimize heating and cooling throughout service bays and buildings. This program includes financial incentives for switching out unit heaters to infrared technologies, installing high-efficiency drives and rooftop optimization technology. The result is a workplace that is more comfortable for employees and customers alike.

Let's Get Started, Together

At Eversource, we understand every decision and dollar invested can have a lasting impact. That's because keeping business powered and running at peak efficiency is what we do.

We are ready to connect you to solutions for savings. Contact us for more information and find out what opportunities are right for you at, phone: (413) 787-9433 or jan.keleher@eversource.com.

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Do you know Debbie Damberg? How about Tony Severson? These folks are (were?) employees of the family owned and operated body shop, LaMettry's Collision of Minnesota. These two long time employees filed a class action lawsuit against their employer for excessive 401(k) fees and inappropriate investment selections. What made the 401(k) industry take notice? The plan's investment value totaled less than \$10 million.

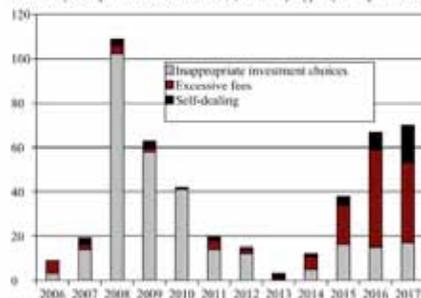
Good times

Litigation related to 401(k) plans — which had declined after the Great Recession — has surged again recently. Over 100 new 401(k) complaints were filed in 2016-17, the highest two-year total since 2008-09

Time and money

This case, has since been voluntarily dismissed by the plaintiffs. We'll never know why, but we can learn from it. According to renowned ERISA attorney, Ary Rosenbaum "The fact that small 401(k) lawsuit was dropped is irrelevant", he continues "Why isn't it important? Regardless of whether the plaintiffs would have recovered against the 401(k) plan, all that matters is that a small 401(k) plan was sued by plan participants. The headache of having to go through litigation takes enough time and money that it doesn't matter whether the defendant 401(k) plan fiduciaries wins or not.

Number of Complaints Related to 401(k) Plans by Type of Complaint, 2006-2017



Note: The number of complaints in this figure exceeds the total number of 401(k) mutual complaints because many cases have multiple bases for claims.
Source: Bloomberg Bureau of National Affairs, ERISA Litigation Tracker (2018).

What small business owners can Learn from the LaMettry's Collision, Inc.

The allegations in the suit focused on two broad areas: payment of excessive fees and inappropriate investment selections. The suit claimed that the defendants had failed to actively monitor the providers, the fees, the share classes of the mutual funds offered for investment and the investments themselves. If your service providers have been hired to handle these duties, make sure. Because unless there is a written agreement that specifically describes whose responsibility it is, the plan sponsor will be "holding the bag".

The allegations

The alleged implication was a six-figure loss of income to plan participants through excessive fees over a period of time, reducing the plan participants' retirement account balances. The plaintiffs alleged that the defendants failed to:

- Monitor investments,
- Monitor service providers and fees;
- Evaluate costs;
- Provide plan documents;
- Provide participant disclosures.

Don't be liable

I've decided to help those NETSA members with a 401k plan, manage some of their personal liability through a series of Roadrunner articles. I'll focus on D. and E. above, beginning with this article. Each quarter I'll lay out when to distribute those plan documents you receive from your service providers. A through C are equally important, but need to be assessed plan-by-plan, with a focus on plan demographics, ensuring the services provided to your 401k plan are necessary and the fees are reasonable. Note: Even if a service provider is hired to handle some or all of the duties described in A through C, it is still the plan sponsor's responsibility to monitor the service provider! There's just no way to set-it and forget-it.

How to manage the personal liability that comes with sponsoring a 401k plan.

Your service providers create the necessary documents and participant disclosures, but its not usually their job to ensure they are timely distributed, it's the plan fiduciary's responsibility. The purpose of these disclosures is to provide plan participants with the information necessary to make timely and informed decisions about their 401(k) account. However, these important participant disclosures can also be many – and spread throughout the year.

Back to the future

Here is a list of items with deadlines, that should have been distributed during Q4 2018 and what should be distributed Q1 2019. The decision to send the documents to your employees electronically or the old-fashioned way depends on meeting certain conditions. Feel free to email me for details.

4th Quarter:

- File Form 5500 (if extension filed by 7/31) 10/15/18
- Provide 3rd quarter benefit statements to participants (due 45 days after quarter-end) 11/14/18
- Provide any applicable 2018 notices to participants. These include:
 - Safe harbor 401(k) plan notice
 - Qualified Default Investment Alternative (QDIA) notice
 - Automatic (negative) enrollment notice 12/1/18
- Distribute 2017 Summary Annual Report (SAR) to participants (if Form 5500 extended) 12/15/18
- Correct any 2017 ADP/ACP test failures with 10% excise tax (non-safe harbor 401(k) plans only) 12/31/18
- Make any 2017 safe harbor or QNEC contributions 12/31/18
- Execute (sign and date) any 2018 discretionary amendments 12/31/18
- Distribute "post-first year" Required Minimum Distributions (RMDs) to participants 12/31/18

1st Quarter

- 1st Quarter Provide 4th quarter benefit statements to participants (due 45 days after quarter-end) 2/14/18
- Distribute any 2017 ADP/ACP test failures in order to avoid 10% IRS excise tax (non-safe harbor 401(k) plans only) 3/15/18

Depending on your 401k's plan design, you may or may not be required to distribute some of the notices above. When a 401(k) plan sponsor fails to distribute required participant disclosures, the consequences can be harsh - including plan disqualification or personal liability. The good news is this job shouldn't be overwhelming. Your 401(k) service provider will do most of the heavy lifting by preparing all required disclosures. You just need to know what disclosures to expect and when to distribute them.

Happy New Year!

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10 Great Customer Service Reminders

By Nancy Friedman, Keynote Speaker; Customer Service Expert; President, Telephone Doctor Customer Service Training

The Road Runner
Winter 2018



Are you a customer? The answer is obvious, but you might not think about yourself and your colleagues as each other's internal customers. That's right. We are even customers within our organizations. So, great customer service not only helps you with the customers that pay the bills and keep the lights on, great customer service can help your organization function at a higher level. Here are 10 Tips and Techniques we've learned work!

1. **Be a "double checker."** People love to hear these words, so make sure you learn to use them! Think about this situation: a customer calls and asks for an item you are certain is out of stock. "We might be out of that item right now, but please let me double check that for you." Who knows? Maybe your inventory has been restocked! But if you are out, the customer feels like you took an extra step to help them.
2. **Pretend it's you.** Empathy is a great bridge builder! Put yourself in the caller's shoes. What would make you happy? What would bring you back? What would make you satisfied? By putting yourself into your customer's shoes, great outcomes are much easier to see!
3. **Get involved.** Make sure your customers know you are on their team. For example, when you're ringing up a purchase, tell the customer how nice their choice is. If you're helping someone with a trip or accommodations, get excited with them. When your customers know you are part of the package, they love it!
4. **Stay focused.** When you're face-to-face with your customer, make eye contact! Eye contact is crucial in delivering excellent customer service. If you're on the phone, pay attention to the call! Don't read something else, and don't type unless it's part of the service. Remain focused on your customer!
5. **Do something extra.** There's almost always something extra you



can do for a customer. Sometimes, it doesn't cost anything! On the phone, you can ask if there are any other orders you can check for them, or offer to send them some free giveaway item like a mouse pad. In person, keep a few lollipops, balloons, crayons, etc. for customers with children. People love getting "extras" even when they don't need the item.

6. **Show your teeth.** Here at ServiceSkills and Telephone Doctor, that's our term for "smile." People sometimes think they are smiling, but they are not. Show your teeth! It's especially important to smile

when you are on the phone. Yes, that's right! People can "hear" a smile.

7. **Ask questions.** Customers know you are listening to them and working to help them when you ask questions! Even a simple, "Please tell me more," can keep the customer engaged and build rapport. Listen carefully for details you can ask about. Remember, customer service is about connecting to your customer, and asking questions is a terrific technique for making those connections.
8. **Use complete sentences.** One word answers rarely communicate anything positive. In fact, one word answers are usually perceived as rude. Even "yes," can come across as telling the customer you don't care.
9. **Care.** Most people have a "care gene." The problem is that sometimes we forget. It's important to care about your customer, what they are saying and what they need or want. Care about your customers, and they will take care of you.
10. **Laugh at appropriate times.** Humor goes a long way towards building rapport. And let's face it. Sometimes customers are funny and have problems where humor can help. A shared laugh can take the air out of a difficult situation. Take the time to laugh with your customers!

Put any one of these tips or techniques into practice and see what happens. If you apply all ten, you might be surprised at how much more business you'll earn.

Inspired by the book, "54 Golden Nuggets," by Nancy Friedman the Telephone Doctor.

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It's no secret that Millennials have a significant effect on how brands market and interact with customers. As they surpass the Baby Boomers as the nation's largest living generation, 1 companies are paying closer attention to addressing their needs with their products and services. However, Millennials aren't only focused on their purchases; they also want to know that businesses are socially conscious and are making an effort to give back to the community. The Haas School of Business at Berkeley found that "more than nine in ten millennials would switch brands to one associated with a cause."² The message is clear. For businesses to be competitive with the Millennial audience, their company needs to be socially conscious and involved.

Making an Impact

Millennials care about the world around them, but many can't make charitable donations or give back due to the rising cost of living and large amounts of college debt. As a result, they look for companies that are socially oriented³ and have values that fit their personal beliefs and causes. Studies show that Millennials are more likely to purchase a product from a company that supports a cause they care about.⁴

Research has also found that Millennials are looking for 3 major qualities in socially responsible companies. They are looking for:

1. A company that is interested in improving society and solving social problems.
2. They want companies that "make an impact" in the world or community around them.
3. They want to be involved in the social endeavors of their favorite brands.⁵

What Your Business Can Do

If your company wants to improve your corporate citizenship, start by considering pro-social messaging that fits your business and the world around you. Look to your community for a cause that resonates with your core values. A surprising "81% of Millennials want to see their favorite companies make public declarations of their corporate citizenship." Don't be afraid to let them know that you are making an effort to get involved.⁶

For some businesses, it means getting involved at a local level by using locally sourced materials. For others, a meaningful way to give back might be to hire returning veterans. Whatever your cause, Millennials are more likely to be loyal to a brand that supports local communities. One survey found that "75% said that it's either fairly or very important that a company gives back to society instead of just making a profit."⁷

This holiday season is the perfect time to get started

if you don't already have a plan for corporate charitable giving. Your company can help your local homeless by encouraging your customers to donate to a food drive. At Progressive, we love getting our employees involved as well as we give back to our local community. Whatever your cause, get out there and get involved!

Progressive: A Socially Responsible Partner

Progressive Leasing's Sales Team recently participated in a service project to help a low income daycare in our community. We believe in doing the right thing for our community, our retailers, and your customers

Progressive Leasing's mission is to provide simple and affordable purchase options for credit challenged consumers. To learn more about Progressive Leasing's services, visit progleasing.com or contact Keith Smith, Sr. Director of Business Development, at keith.smith@progleasing.com.

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3 Millennials Want Transparency and Social Impact. What Are You Doing to Build a Millennial-Friendly Brand?, Millennials Want Transparency and Social Impact. What Are You Doing to Build a Millennial-Friendly Brand?, <https://www.entrepreneur.com/article/314156>, AJ Agrawal

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Thank you for 175 years!

175

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Enjoy these memorable days
to their fullest!
Merry Christmas
and Holiday Wishes!*

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Scrap Tire Recycling

BDS Waste Disposal provides scrap tire storage, collection, transportation, and recycling services throughout New England. We provide scheduled route/on-call individual tire collection and scrap tire container services in Maine, New Hampshire, Vermont and Massachusetts. We provide box trailer and bulk tire collection services in all New England states. Our business is focused on providing exceptional service. We utilize late model, well maintained equipment and uniformed professional drivers and operators.



Collection, Transportation & Processing

We own and operate:

- 10 road tractors (trucks)
- 4 packer trucks
- 200+ trailers
- 8 tire shredders

Tires are unloaded and shredded at our MEDEP licensed processing facility.

BDS Waste Disposal, Inc.

For more information, visit: bdswastedisposal.com

Phone: (207) 278-3833

NETSA Membership Benefits

Mission Statement

New England Tire & Service Association's purpose shall be to benefit the public by supporting independently owned tire dealerships and automotive service centers.

- We've been a vibrant association for 66 years starting in 1952.
- We have over 580 regular members

Computer Software

ASA Tire Systems:

Dave Vogel (603) 889-8700

- Complete Software for the Automotive & Tire Business at a 10% Discount

Compressed Air Energy Saving-NEW

Eversource:

Jan Keleher (413) 787-9433

Eversource can connect you to solutions for savings on your compressed air equipment. Leaks, outdated compressors – our professional contractors have seen it all! Incentives are now available for energy-efficient upgrades. Plus, talk to us about energy-saving lighting and HVAC solutions. Get started today. Eversource is a proud sponsor of Mass Save

Credit Card Service

Nationwide Payment Solutions:

Brian Soares (207) 400-4495

- Free 100K Dollar Breach Insurance.
- Free Equipment
- Free Online Processing Gateway
- Gift & Loyalty Card Marketing Programs
- No Increase Rate Guarantees

Merchant Partners

Sales (866) 814-4083

- Meet or Beat pricing for NETSA Members
- They also Process Industry & Fleet Cards
- Check Guarantee Service

Dental Coverage - NEW

NEAD Insurance Trust/Ameritas:

Charlie Muise (781) 706-6944

- \$1750 Calendar Year Maximum
- Rates guaranteed until April 1, 2021
- No waiting periods
- Coverage for single, spouse, family
- High-low plans available

Insurance Coverage - NEW

Affiliated Insurance Agency:

Phil Müller (516) 576-0166

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current

insurance portfolio for retailers, wholesalers, commercial, industrial, re-readers and manufacturers

- Insurance products included but not limited to: Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- Employee Benefits

Lease to Own - NEW

Progressive leasing:

Aric Wredberg (267) 372-9270

- Providing virtual lease-to-own for customers since 1999
- Best-in-class customer support
- Customers could pay off early with 90-day purchase options

Legislative Monitoring

NETSA and its members are constantly monitoring the State Legislative activities concerning the Tire & Automotive Industry in all six New England States.

Oil Products

GH Berlin Windward/Valvoline:

Jim Rogers (860) 250-2076

- Valvoline Quality Products - Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Inj. Cleaners, Antifreeze & Wiper Blades all earning rewards points/money.
- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

Online Reputation Management

WECnology, LLC/Certified Reputation

Services:

Wayne Crosswell (603) 249-5530

- Online reviews matter.
- NETSA members save 10%

Publications

Road Runner

Our Newsletter is published four times a year (March, June, September & December) with information & fun articles. Free to members.

Retirement Planning

Griffin Financial Planning LLC

Kevin Griffin (781) 783-2232

- An Independent sole advisory firm, providing Flexible workplace retirement plan options for plan sponsors and their participants
- Offers Fiduciary services at a reduced flat fee. While also reducing your personal liability
- He's an Accredited Investment Fiduciary (AIF) and a Certified Financial Planner (CFP)

Social Media

Optimize Social Media

Ben Moore (218) 213-2251

- Creation, Manage & Maintenance of: Facebook, Twitter, Google, Yelp & You Tube with a dedicated account manager

Scholarships

As a member business, your employees & their dependents qualify for Academic Scholarships.

- This year NETSA and our sponsors, will provide nineteen \$2,000 scholarships to member employees, their spouses, and their dependents

Tire Industry Market Facts - NEW

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying, so you could make informed inventory decisions

Trade Show & Annual Meeting

- 50-plus exhibitors with over 110 booths.
- Free training seminars
- Annual Luncheon Meeting with Keynote Address by an industry expert.
- See old friends and meet new ones at our Wine & Cheese Reception & Dinner
- Prizes & fun for the entire family.

Training

- We also participate in TIA's Certified ATS Program for Tire Technicians, the TPMS Program, and the CTS Truck Tire Program.

Showroom Video Advertising

Migma Systems Inc.

Erin Wheaton (508) 660-0328 ext 349

- Provides Directed Advertising with 5 to 20 rotating Slides of your choice on a TV in your showroom.
- 10% NETSA Discount and a 30 day free trial
- Special NETSA member prices from \$20 to \$75 per month

Web Site

Net Driven:

sales@netdriven.com

(877) 860-2005 x298

Net Driven provides Industry leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. *Our NETSA website is hosted by them at www.netsa.org*

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- KUMHO TIRE** - FUEL
- Mastercraft** - CENTURY
- MICHELIN** - ALLIANCE
- MICKEY THOMPSON** - MTMA
- NITTO** - ENTHUSIAST
- NEXEN TIRE** - NEXT LEVEL
- PIRELLI** - FASTRACK
- TOYO TIRES** - DRIVEN

Not all programs available in all areas

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For More information please contact: Tony DeSimone
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3 Lefevre Dr.
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Tel: (855) 638-7248
Fax: (855) NETSA4U
email: netsapros@aol.com
website: www.netsa.org

The Road Runner

The Newsletter of New England Tire & Service Association



Mark your Calendars

2019 NETSA Hall of Fame

Please submit nominations for the 2019 HOF Inductees

by December 31, 2018

The Road Runner
Winter 2018



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